

RURAL, THIRD-GENERATION FAMILY-OWNED BUSINESS GETS A
WEBSITE UPGRADE

ABOUT VOYTEN ELECTRIC & ELECTRONICS. Founded in 1953, Voyten Electric and Electronics, Inc., is an electrical wholesaler and remanufacturer of electrical equipment. The third-generation family-owned business specializes in custom rebuilds of obsolete equipment according to PEARL Quality Standards, as well as custom fabrication and retrofitting. Voyten Electric is located on 430 acres in rural Northwest Pennsylvania (Venango County). The 33-employee company offers one of the largest inventories of new, surplus, and obsolete repaired and remanufactured electrical products in the United States.

THE CHALLENGE. Last year, Voyten Electric had two websites that were obsolete. It was imperative that the company upgrade its websites to improve its marketing impact, increase lead generation, support online shopping, and give both customers and staff better access. To provide superior customer service, Voyten Electric needed a website with effective integration on the “back-end,” between inventory management and its core business functions: sales, quoting/pricing, distribution, and financial. The company had a new branch opening in the Midwest, but the rural Pennsylvania office often had sporadic access to broadband connectivity. A website upgrade would provide a path for effective connectivity through broadband, allowing Voyten Electric to remain globally competitive.

MEP CENTER'S ROLE. With funding assistance from the Northwest Industrial Resource Center (NWIRC), a NIST MEP affiliate, Voyten Electric contracted with Epic Web Studios for a full website upgrade. The new website allows customer orders to smoothly integrate with a catalog of over one hundred thousand items from brands such as Westinghouse, GE, Allis Chalmers, Cooper Power, ABB, and 3M, and includes a login page for vendors and repeat customers. In addition to e-commerce capability, the website provides video streaming, analytics, search engine optimization, and a Customer Relationship Management system to support lead generation and sales.

NWIRC used the Broadband Outreach and Aggregation Fund (BOAF) to provide a grant to Voyten Electric through its IT Kickstart program. The new website helped retain and increase sales for Voyten Electric, and the company is adding jobs.

"The Northwest Pennsylvania Industrial Resource Center has played an integral part in helping us meet our business objectives. We appreciate the assistance through the IT Kickstart program and the BOAF grant which helped us improve connectivity to both our internal and external customers through our website."

-Michael Nightingale, President

RESULTS



Increased sales of **\$120,000**



\$40,000 in new investments



Cost savings of **\$25,000**



2 jobs added/retained

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